Permit #F00027279

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00027279 **Type of Permit:** FILMING **Release Date:** 04/23/2010

Production Company LOLA SUPERVISON INC

Insured Company Name LOLA SUPERVISON INC

Contact Phone No. 1 323-654-7100
Contact Phone No. 2
Fax
Address 675 3RD AVE, 23RD FLOOR
NEW YORK, New York 10017

Production Title LEVI'S

Type of Production Commercial - Standard

Producer Caroline Stridfeldt

Director Cass Bird

1st AD None None

Production Manager Gina Bevilacqua

FilmL.A. Coordinator Daniel Alvarez

Location Manager Max Simon
Primary Phone Mobile - 310-621-3306
Secondary Phone Office - 323-654-7100

Location Assistant None None
Primary Phone Office - 323-654-7100
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$150.00

Total Permit Fee $1,260.00

Number of Locations 5

NOT A PERMIT

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Summary Information — Location

Permit Number F00027279
Production Company LOLA SUPERVISON INC
Insured Company LOLA SUPERVISON INC
Production Title LEVI'S

Location Manager Max Simon
Primary Phone Mobile - 310-621-3306
Secondary Phone Office - 323-654-7100

Location Address 6th St.,Pacific Ave - Centre St, Los Angeles, CA, 90731

Location Names

Location Type Street

Location Description

Film Dates 4/24/2010 - 4/24/2010 06:00 - 11:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping and setting up in residential areas before 7am or after 10pm without prior approval
No stopping or setting up in front of merchants or residents without prior approval

Please see attached document Lola, Max Simon.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	20
Cube Trucks	1
Stakebed Trucks	2
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	8

Filming Activities Equipment on sidewalk only.; Exterior Dialogue; Exterior models against scenery; 1 sound boom;

Jurisdiction **Political:** Los Angeles City - Council District 15 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note FILMLA MONITOR REQUIRED AT 6A TO 11A

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : LA City Park
Street : Lot 647 and 641

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Summary Information — Location

Location 2 of 5

Permit Number	F00027279	**Location Manager**	Max Simon
Production Company	LOLA SUPERVISON INC	Primary Phone	Mobile - 310-621-3306
Insured Company	LOLA SUPERVISON INC	Secondary Phone	Office - 323-654-7100
Production Title	LEVI'S		

Location Address 7th St., Centre St - Pacific Av, Los Angeles, CA, 90731

Location Names

Location Type Street

Location Description

Film Dates 4/24/2010 - 4/24/2010 06:00 - 11:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping and setting up in residential areas before 7am or after 10pm without prior approval
No stopping or setting up in front of merchants or residents without prior approval

Please see attached document San Pedro Business District July 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	20
Cube Trucks	1
Stakebed Trucks	2
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	8

Filming Activities Equipment on sidewalk only.; Exterior Dialogue; Exterior models against scenery; 1 sound boom;

Jurisdiction **Political:** Los Angeles City - Council District 15 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note FILMLA MONITOR TO FOLLOW

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : LA City Park
Street : Lot 647 and 641

NOT A PERMIT

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Summary Information — Location

Location 3 of 5

Permit Number	F00027279	**Location Manager**	Max Simon
Production Company	LOLA SUPERVISON INC	Primary Phone	Mobile - 310-621-3306
Insured Company	LOLA SUPERVISON INC	Secondary Phone	Office - 323-654-7100
Production Title	LEVI'S		

Location Address Harbor Blvd, 5th St - 13th St, Los Angeles, CA 90732

Location Names

Location Type Street

Location Description

Film Dates 4/24/2010 - 4/24/2010 07:00 - 20:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Cast/Crew vehicles	20
Motor Homes	2
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	8

Filming Activities Equipment on sidewalk only.; Exterior Dialogue; Exterior models against scenery; 1 sound boom; On sidewalks;

Jurisdiction **Political:** Los Angeles City - Council District 15 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note FILMLA MONITOR TO FOLLOW

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : LA City Park
Street : Lots 647 and 641

NOT A PERMIT

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Summary Information — Location

Permit Number	F00027279	**Location Manager**	Max Simon
Production Company	LOLA SUPERVISON INC	Primary Phone	Mobile - 310-621-3306
Insured Company	LOLA SUPERVISON INC	Secondary Phone	Office - 323-654-7100
Production Title	LEVI'S		

Location Address 1799 W Paseo del Mar, Los Angeles, CA, 90732

Location Names WHITE POINT BEACH/ROYAL PALMS

Location Type Beach

Location Description LA COUNTY BEACH

Film Dates 4/24/2010 - 4/24/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached Beaches and Harbors Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
BEACHES and HARBORS ROYAL PALM-WHITE POINT BEACH CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	20
Cube Trucks	1
Motor Homes	2
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	8

Filming Activities Exterior models against scenery; Camera and equipment on sand;

Jurisdiction **Political:** Los Angeles City - Council District 15 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes Company must contact PCI directly regarding parking requirements and activities on PCI parking lots.

No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines

Reservations for filming at LA County Beaches is done through FilmL.A.

NOT A PERMIT

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Summary Information — Location

Permit Number	F00027279	**Location Manager**	Max Simon
Production Company	LOLA SUPERVISON INC	Primary Phone	Mobile - 310-621-3306
Insured Company	LOLA SUPERVISON INC	Secondary Phone	Office - 323-654-7100
Production Title	LEVI'S		

Coordinator Note NO WATER ACTIVITY

Parking

Base Camp
Location Type : Location
Street : PCI lot

Crew Parking
Location Type : Location
Street : PCI lot

NOT A PERMIT

Permit #F00027279

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Summary Information — Location

Permit Number	F00027279	**Location Manager**	Max Simon
Production Company	LOLA SUPERVISON INC	Primary Phone	Mobile - 310-621-3306
Insured Company	LOLA SUPERVISON INC	Secondary Phone	Office - 323-654-7100
Production Title	LEVI'S		

Location Address Beacon St, 7th St - 11th St , Los Angeles, CA, 90723

Location Names

Location Type Street

Location Description

Film Dates 4/24/2010 - 4/24/2010 06:00 - 23:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping and setting up in residential areas before 7am or after 10pm without prior approval
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Cast/Crew vehicles	20
Cube Trucks	1
Stakebed Trucks	2
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	8

Filming Activities Equipment on sidewalk only.; Exterior Dialogue; Exterior models against scenery; 1 sound boom;

Jurisdiction **Political:** Los Angeles City - Council District 15 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : LA City Park
Street : Lot 647 and 641

NOT A PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of LOLA ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 9-20-07

X _____

Representative's Signature

Max Siman

Representative's Name (Please Print)

_____

Representative's Title (Please Print)

LOLA

Name of Principal (i.e. company name)
(Please Print)

675 3rd Ave 23rd Floor
NYC. 10017

Principal's Mailing Address (Please Print)

_____

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

NOT PERMITTED

SPECIAL FILMING CONDITIONS
SAN PEDRO BUSINESS DISTRICT

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The following Special Conditions for location filming in the San Pedro Business District have been established so that both the established businesses and production companies filming in the area can operate successfully and function in a cooperative manner. These Special Filming Conditions apply to the area in downtown San Pedro comprised of 5th & 7th Streets between Pacific Avenue and Palos Verdes Street during normal business hours which are defined as 9:00 a.m. to 7:00 p.m.

- **Affected residents/merchants/businesses within 500 feet of any filming activity, including equipment parking, must be notified at least two working (2) days in advance of the first day of filming or the first day of any substantial set preparation. When filming on the 400 block of 6th Street, the entire block between Pacific Avenue and Mesa Street must be notified.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Catering and feeding of cast/crew members inside the business district will be allowed on private property only. Any outdoor catering and feeding will require area to be tented. No street, sidewalk or public parking lots may be used for catering trucks or feeding crew at any time.** *If no private property is available, catering must be done outside of the business district.*

- **Cast/crew parking is not permitted to park on area streets, nor in any public parking areas within the San Pedro Business District.** Off-street, alternate parking must be provided.

- **Production vehicle parking and the posting of "No Parking" signs require the signature of affected businesses. Posting/parking should be kept to a minimum in order to reduce any negative impact on the local business community.** Production companies are required to submit signatures to FilmL.A., for approval, at least twenty-four hours in advance of the film date.

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Whenever possible, filming activities which involve exteriors, the use of sidewalks or streets, or public parking facilities <u>are prohibited</u> on the following holidays and the day prior: *Valentine's Day, Mother's Day, Father's Day, Easter and Thanksgiving.***

- **Winter holiday season filming activities which involve exteriors, the use of sidewalks or streets, or public parking facilities will not be permitted during regular business hours for the two weeks preceding Christmas Day,** unless approved by FilmL.A. Approval will be based on an authorized Filming Survey of affected businesses demonstrating substantial support of the activities.

- **Companies must notify the Chamber of Commerce, Linda Alexander at (310) 548-5395,** of intended film, prep and strike days a minimum of 2 days in advance.

- **Companies should be aware of the following events happening on a regular basis in the San Pedro business area, during which filming will generally not be permitted.**

    1. **First Thursdays:** **This event is the 1st Thursday of every month from 4pm to 10pm. The boundaries are 4th Street, Palos Verde Street, 8th Street & Pacific Avenue**

       ***** *No filming on the first Thursday of each month* *****

    2. **Farmers' Market:** **This event is every Friday from 8:00 am – 3:00 pm on 6th Street between Pacific Avenue and Mesa Street**

- **City parking lot #683 may be used. Companies will be allowed to use the East 1/2 of the lot for a total of 13 spaces. No trucks or trailers allowed.**

FilmL.A. Inc.
NOT A PERMIT

Special Filming Conditions for Los Angeles County Beaches

ROYAL PALM/WHITE POINT BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach is approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all times.**
- **NO DRIVING SCENES ALLOWED ON SAND**
- Sign removal in LA County parking lots is prohibited.
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **Must have safety person present when driving in parking lot.**
- **Parking lot closes at dusk. PCI attendant required after hours**
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

NOT A PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO FEE PERMIT